Twitter

Twitter is an microblogging/news social network made up of 280-character messages called **Tweets**. Twitter makes discovering the latest news (on the subjects you care about) very easy!

twitter.com/compose/tweet

Home

Search Twitter

Home
Explore
Notifications
Messages
Bookmarks
Lists
Profile
More
Tweet

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-4

Tweet

Twitter won't let you tweet anything over 280 characters.

Verizon sues city to avoid paying 5G fees, says the FCC has its back
Verizon lawsuit against Rochester relies on FCC vote to cap city-imposed fees.
arstechnica.com

2 1

CNET @CNET · 3m
Facebook was paying contractors to listen to Messenger calls
cnet.co/2yYt1UB

Trending in USA
Golden Tate
2,555 Tweets

NFL
Giants wide receiver Golden Tate loses appeal, will face four-gam...

Trending in USA
#EmmylessDonald
22.9K Tweets

Show more

Who to follow

Amazon Prime Video ... @PrimeVideo Promoted Follow

HYPEBAE @hypebae Follow

Elon Musk @elonmusk Follow

Show more

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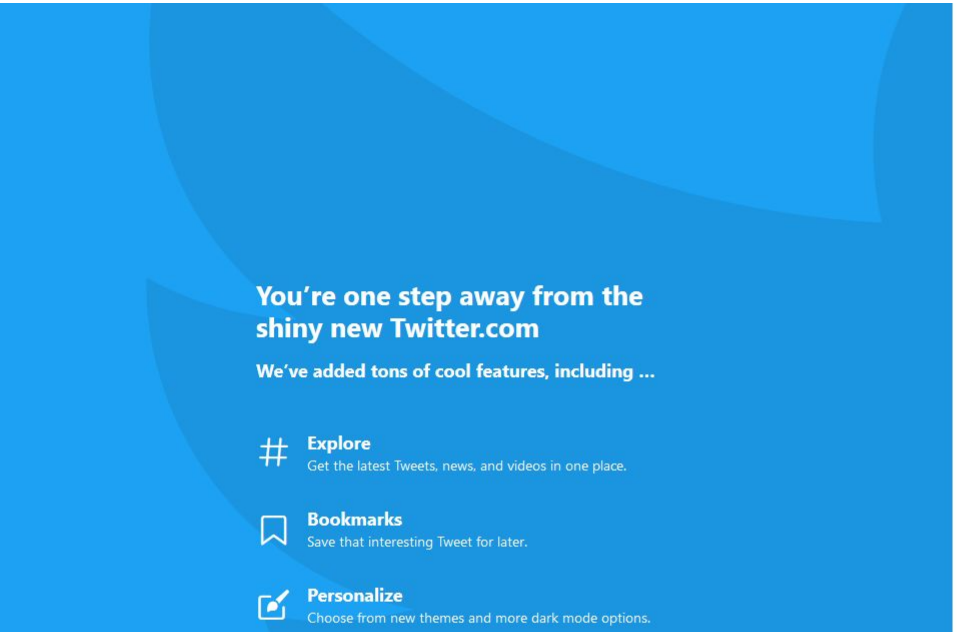
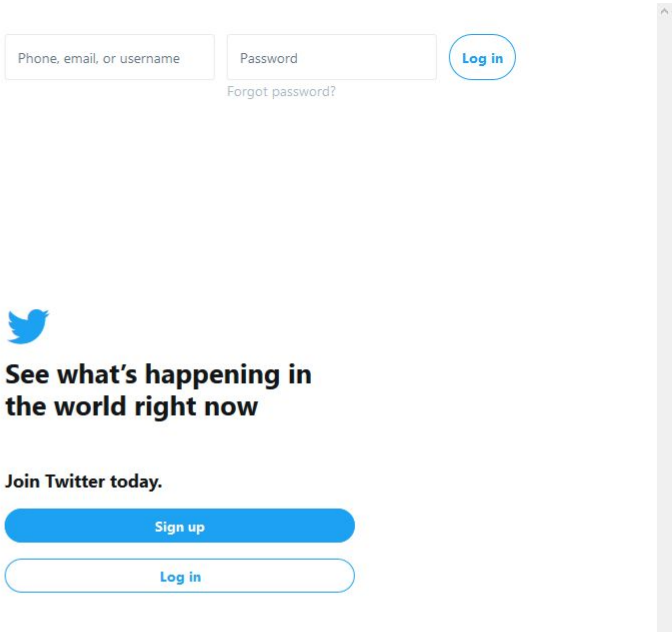
Two Email Strategy for Safety

Use a non-main contact email (your “login only” email) to sign up for your Twitter account (e.g. **twitter@coursenvy.com**). This is to prevent people from trying to hack into your account. You will use your main email address (your “contact” email), in your posts and bio (e.g. **info@coursenvy.com**).


You’re one step away from the shiny new Twitter.com
We’ve added tons of cool features, including ...
Explore
Get the latest Tweets, news, and videos in one place.
Bookmarks
Save that interesting Tweet for later.
Personalize
Choose from new themes and more dark mode options.



Twitter Username

Sign up with your same username that you have used on your other social media accounts so you will be able to have BRAND CONTINUITY across the platforms and be easily found by customers!

EXAMPLE: **@coursenvy**

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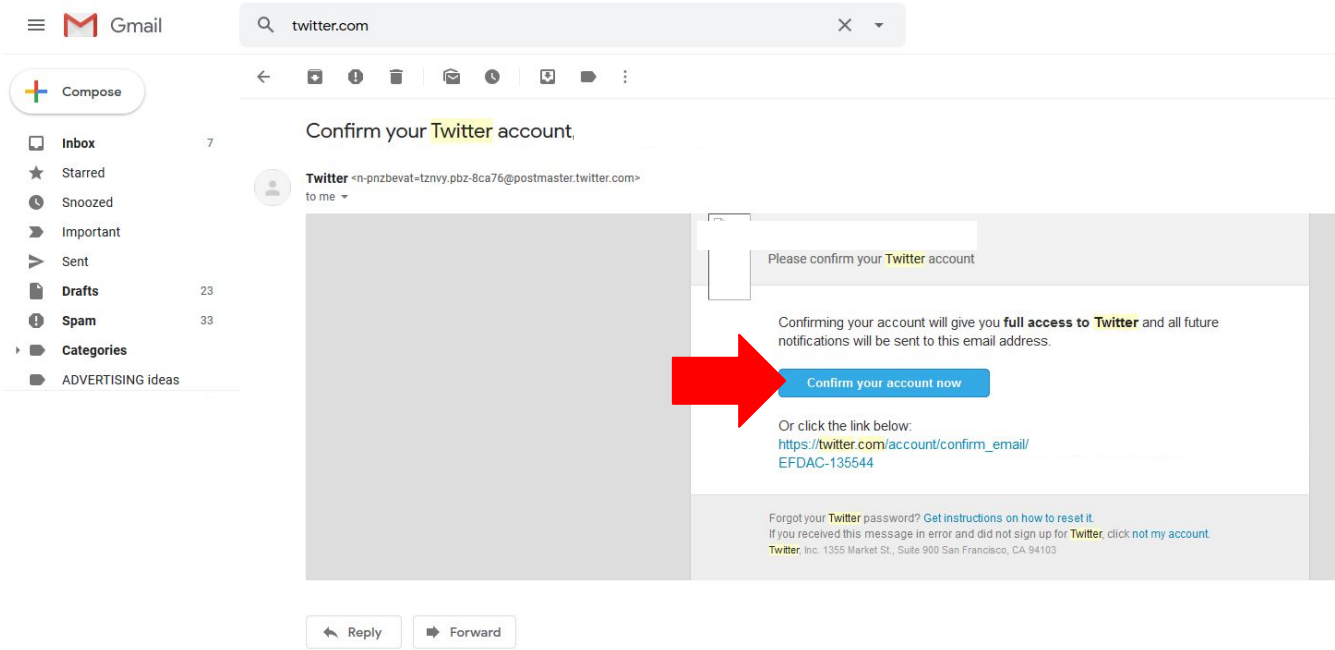
Confirm Your Account

Head to your sign up email address account and confirm your Twitter account.


Gmail
twitter.com
Compose
Inbox 7
Starred
Snoozed
Important
Sent
Drafts 23
Spam 33
Categories
ADVERTISING ideas
Confirm your Twitter account
Twitter <n-pnzbevat=tznvy.pbz-8ca76@postmaster.twitter.com>
to me
Please confirm your Twitter account
Confirming your account will give you full access to Twitter and all future notifications will be sent to this email address.
Confirm your account now
Or click the link below:
https://twitter.com/account/confirm_email/EFDAC-135544
Forgot your Twitter password? Get instructions on how to reset it.
If you received this message in error and did not sign up for Twitter, click not my account.
Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103
Reply
Forward

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Setting Up Your Twitter Account

- You will be redirected to sign in to your Twitter account once you click the confirm button in your email.

- On the Twitter welcome introduction screen you can follow various users that will fill out your timeline with their tweets! I like to follow Twitter users relevant to my brand.

- You will then be redirected to your profile to create your first tweet!

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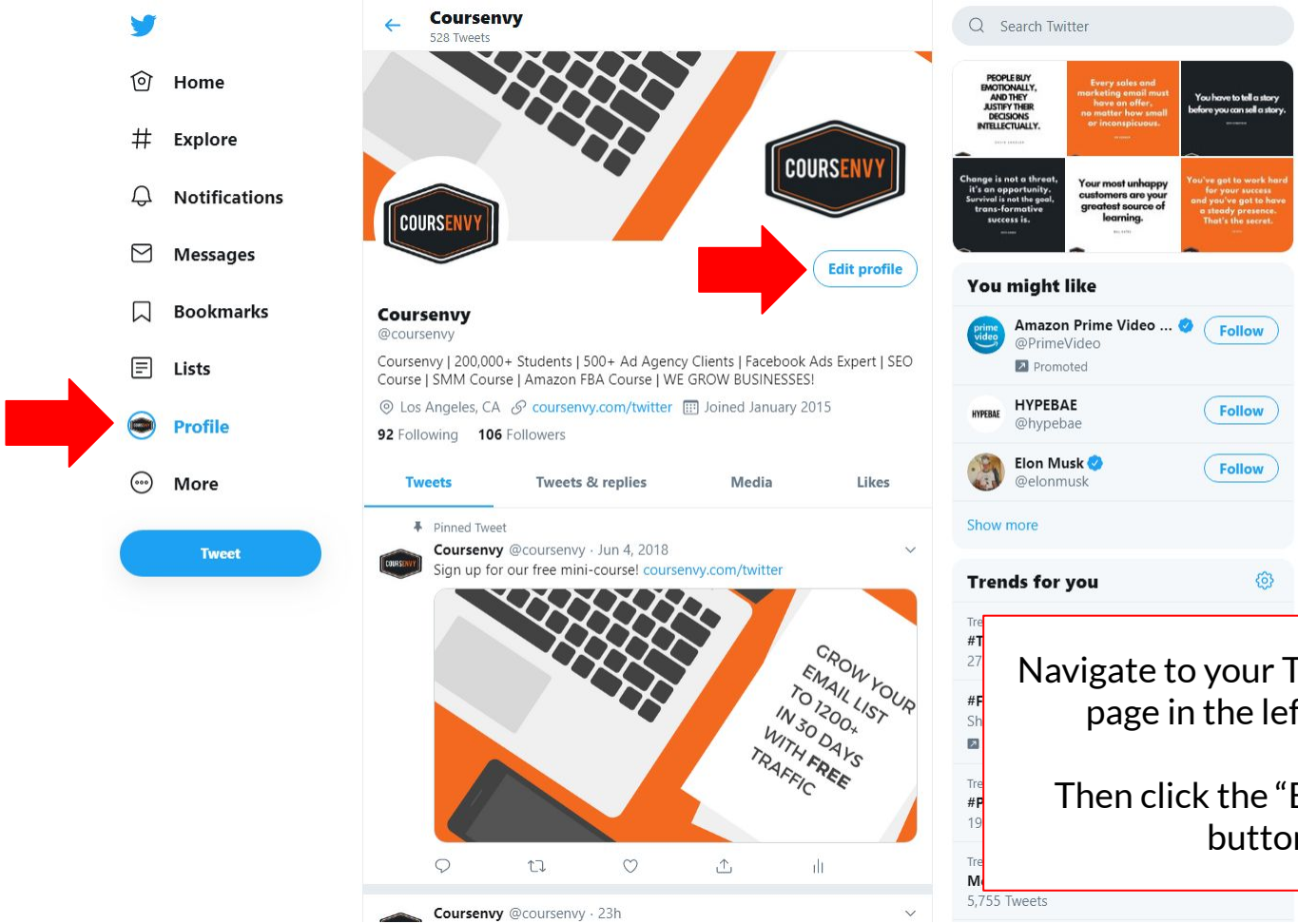

Navigate to your Twitter **Profile** page in the left sidebar.

Then click the “Edit Profile” button.

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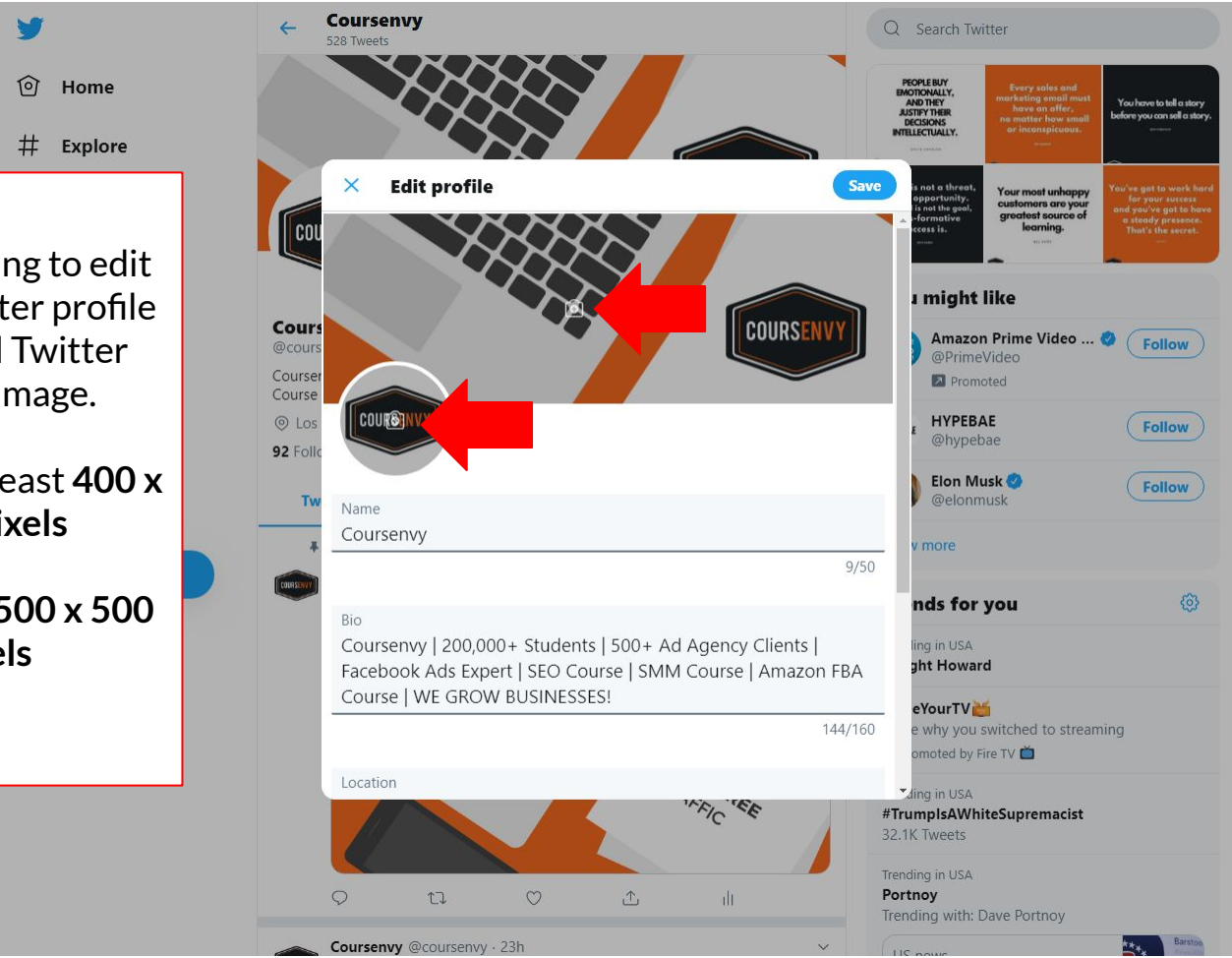
The first thing to edit is your Twitter profile image and Twitter header image.

Profile = at least **400 x 400 pixels**

Header = **1500 x 500 pixels**



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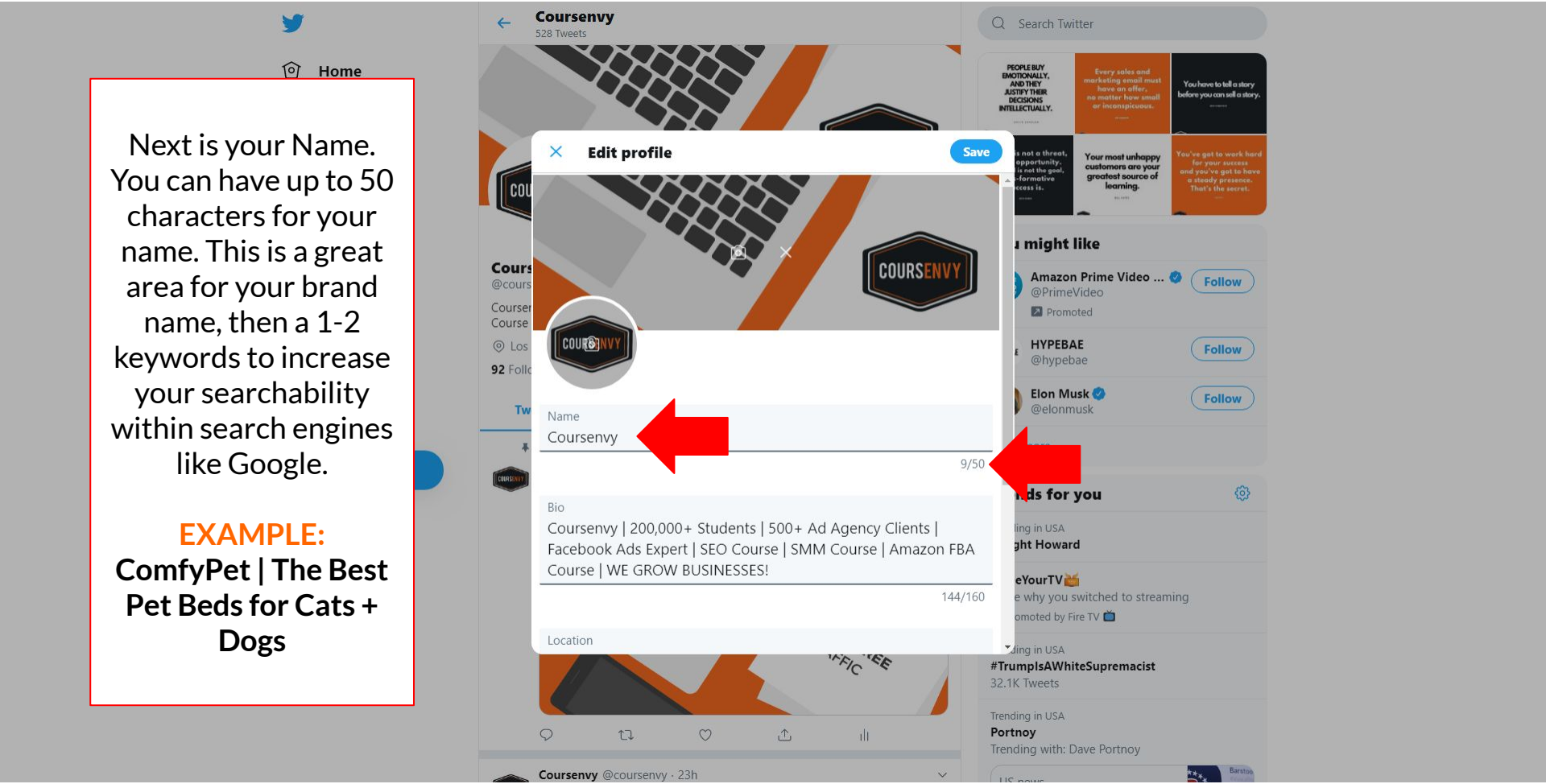
Next is your Name. You can have up to 50 characters for your name. This is a great area for your brand name, then a 1-2 keywords to increase your searchability within search engines like Google.

EXAMPLE:

ComfyPet | The Best Pet Beds for Cats + Dogs



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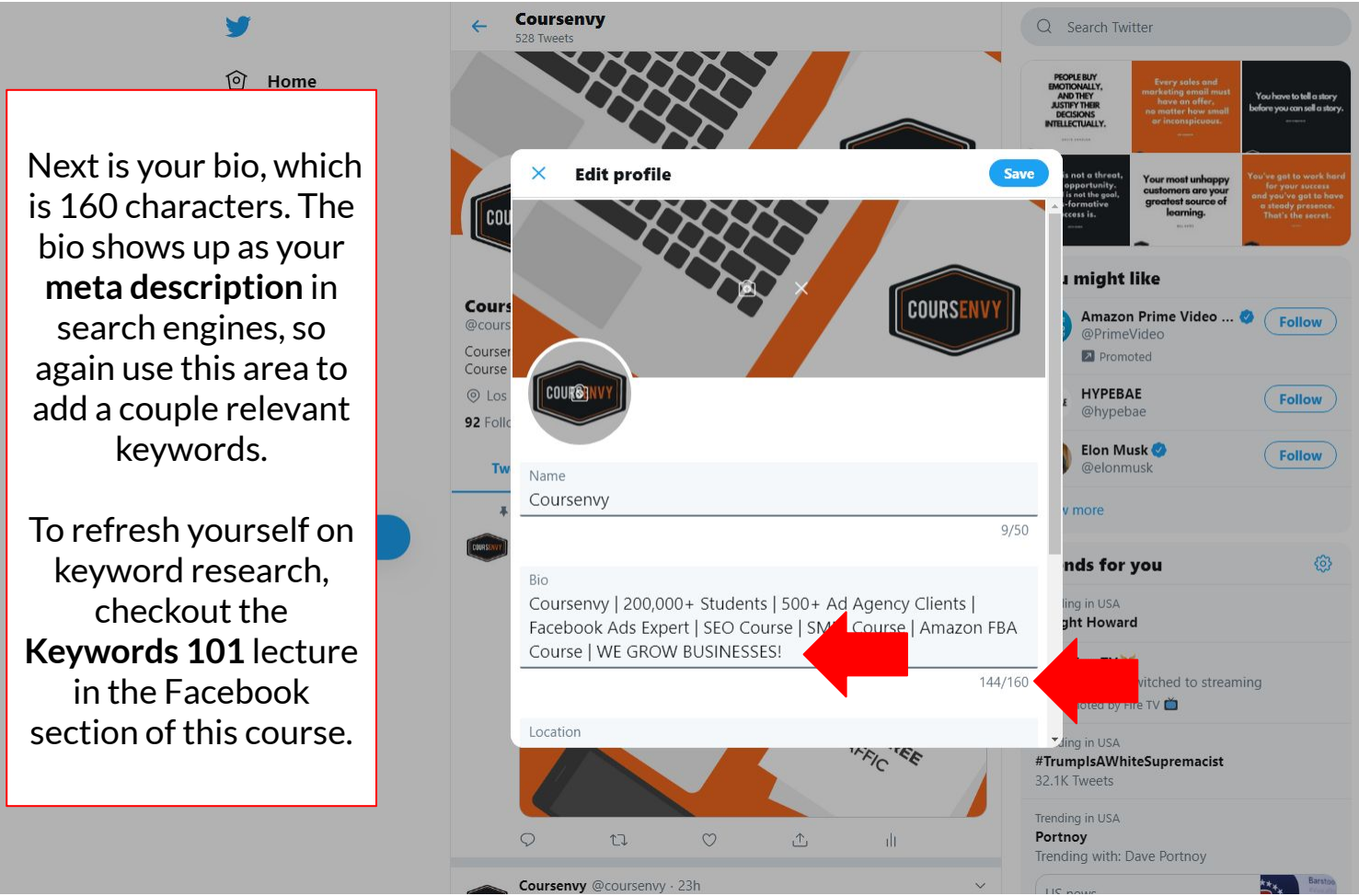
Next is your bio, which is 160 characters. The bio shows up as your **meta description** in search engines, so again use this area to add a couple relevant keywords.

To refresh yourself on keyword research, checkout the **Keywords 101** lecture in the Facebook section of this course.



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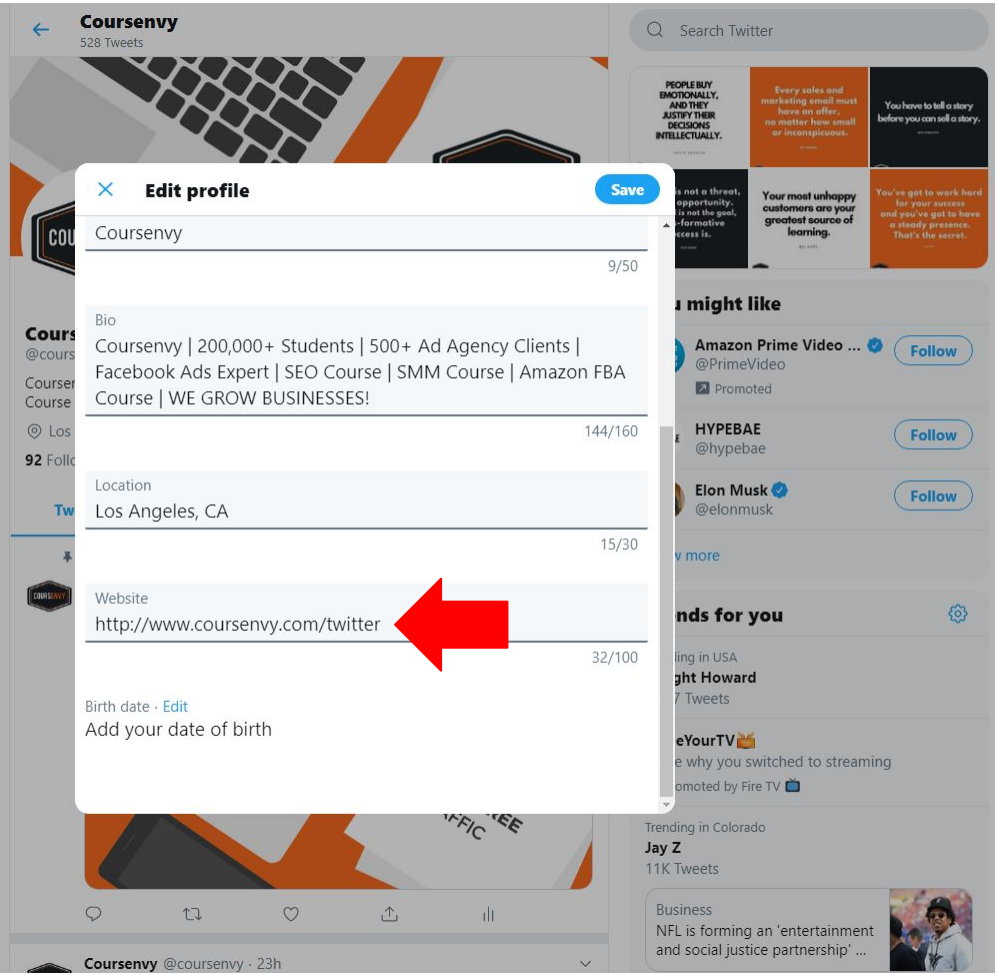
Add your business location and then add your website.

Even if you don't have a website, paste in your Instagram or Facebook page (etc. SMM) website URL here for cross promotion.

I like to use a URL specific to the SMM platform to make my Google Analytics tracking even easier (e.g. coursenvy.com/twitter)!



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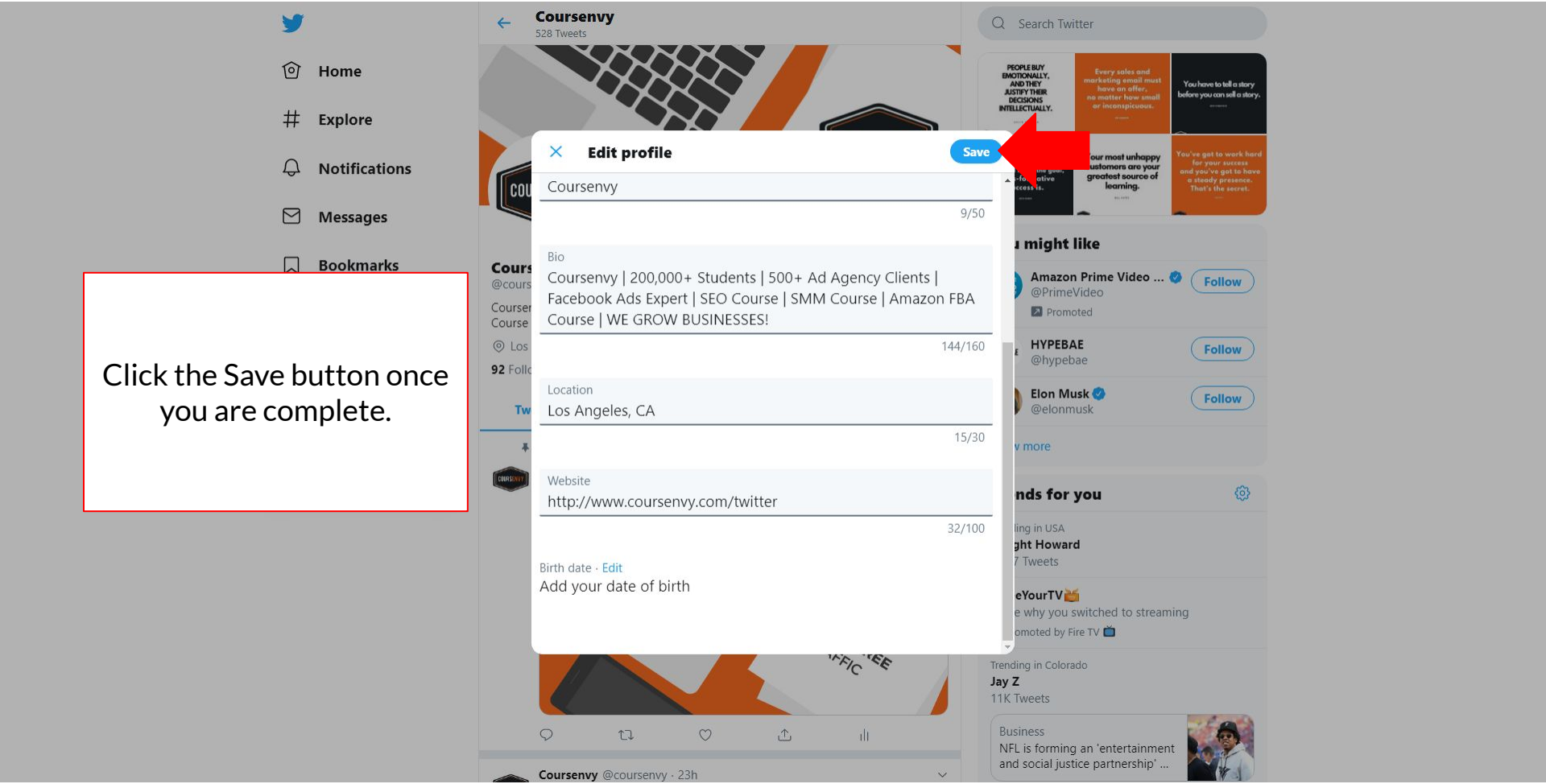

Click the Save button once you are complete.

Twitter Images

- Search your top competitors (with the most following) on Twitter to see what they used for profile and header images. The bigger the company, the more employees they have working on their social media and performing split tests. So take inspiration from these users!

- As a rule of thumb, for all my clients I upload their logo as the profile image and then rotate promotion banners and lifestyle shots for the header image.

- Also take note of what your competitors and other big brands are using as their PINNED TWEET (the tweet at the top of their profile).

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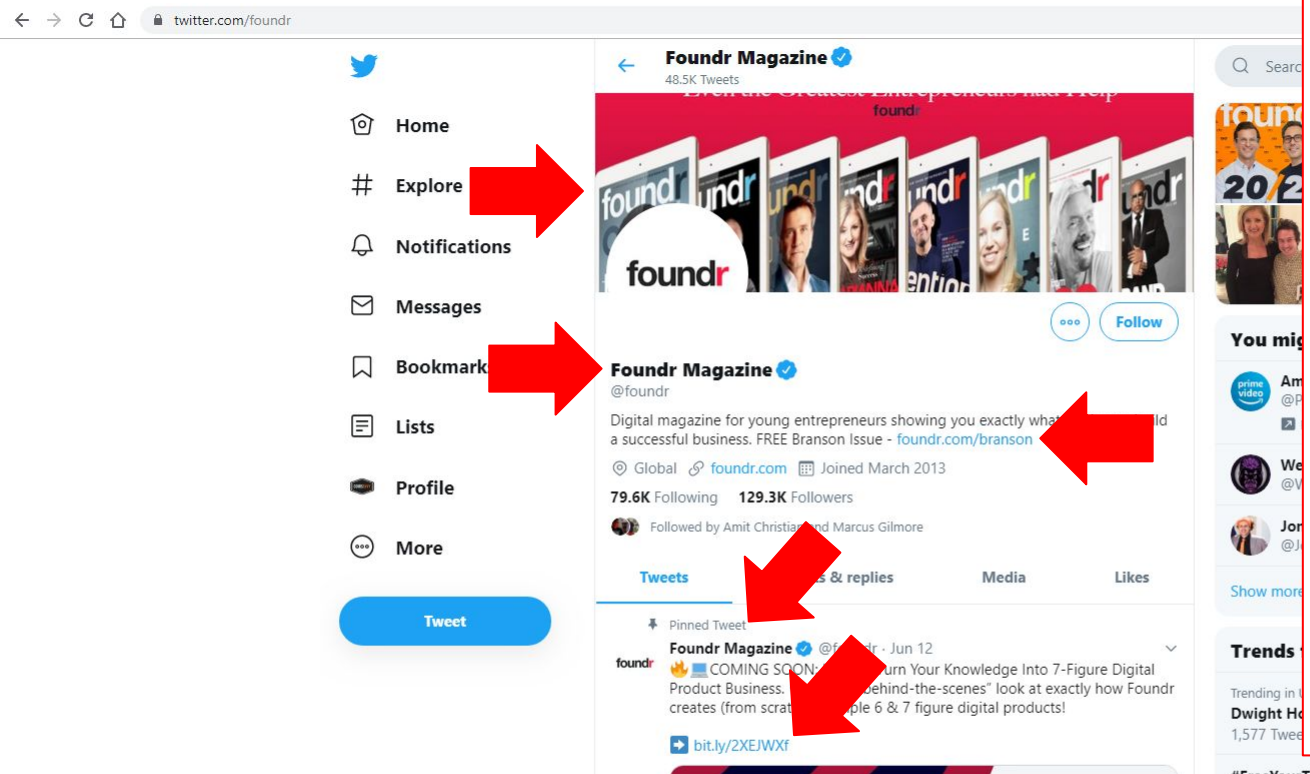
Great Twitter Profile Example



Let's analyze this Twitter profile top down…

First off, the header image is a great high-def photo that shows the brands value proposition… digital magazines featuring the top business minds!

Then they use their signature logo for the profile image.

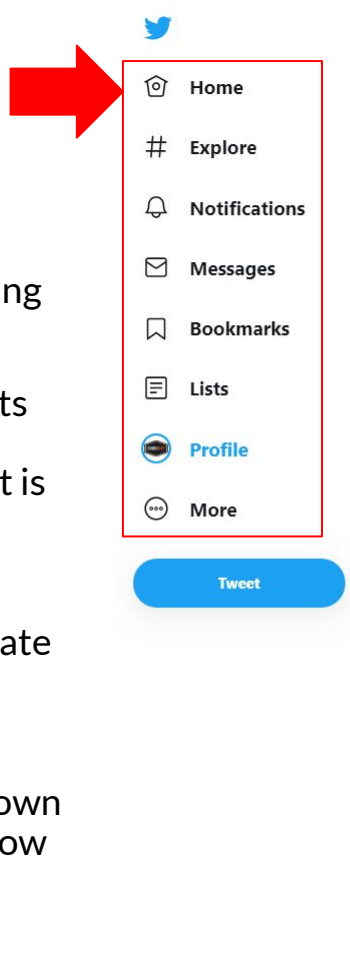
They include "magazine" in their profile name for increased SEO and searchability.

They include a lead capture URL in the bio, as well as the pinned tweet!

Navigating Twitter

Everything you need on Twitter can be found via the top navigation bar including everything from searching for users and hashtags, to checking notifications!

- Home = Twitter Timeline – Think of the timeline as a newspaper of tweets from all the people you follow!
- Explore = The best of Twitter in an instant! It give you a snapshot of what is trending in tweets via news, @handles, keywords and #hashtags.
- Notifications = Alerts for you when people engage with your content or mention you.
- Messages = Direct messages between Twitter users. You can start a private conversation with a single user or create a group conversation!
- Bookmarks = Where all your saved bookmarks appear (I use this to bookmark my favorite ad tweets that I want to use later for inspiration!)
- Lists = A list is a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the accounts on that list.



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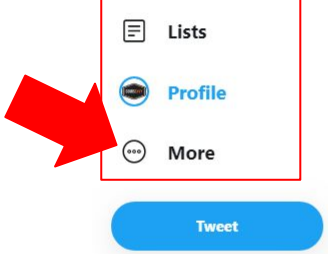
Twitter Settings



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106 Followers
Tweets
Tweets & replies
Media
Likes
Pinned Tweet
Coursenvy @coursenvy · Jun 4, 2018
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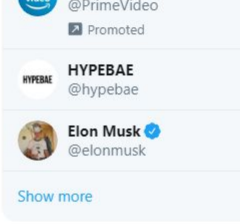

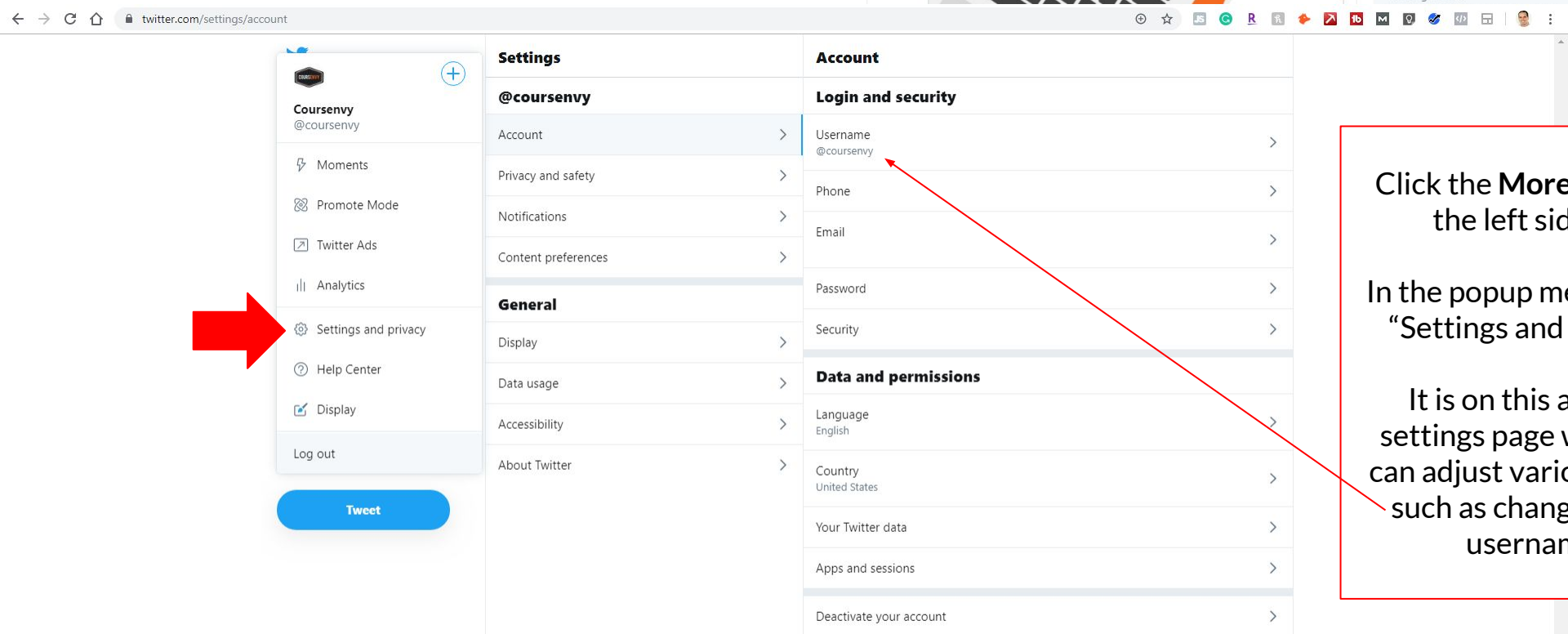

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usernar

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